

FIG. 1

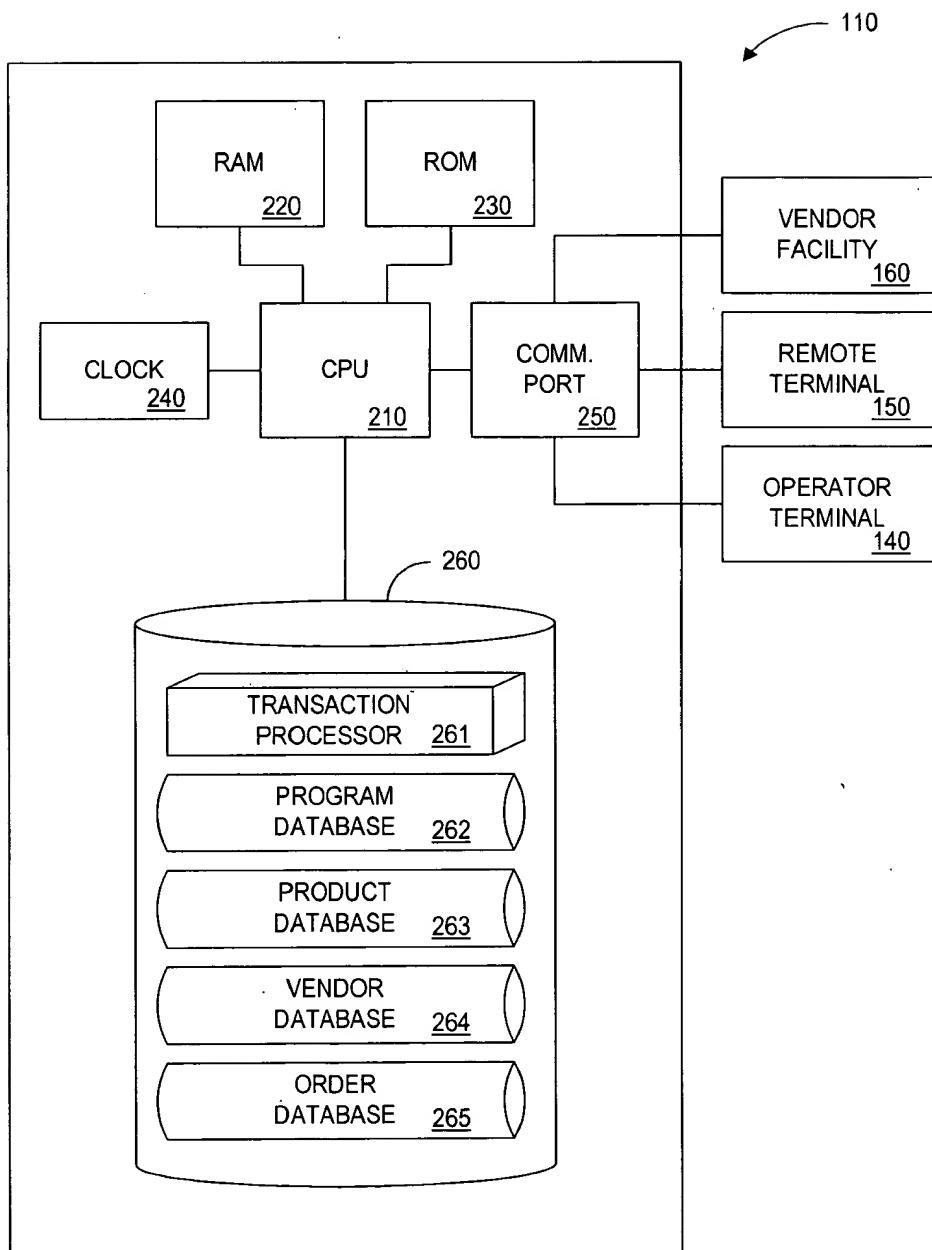


FIG. 2

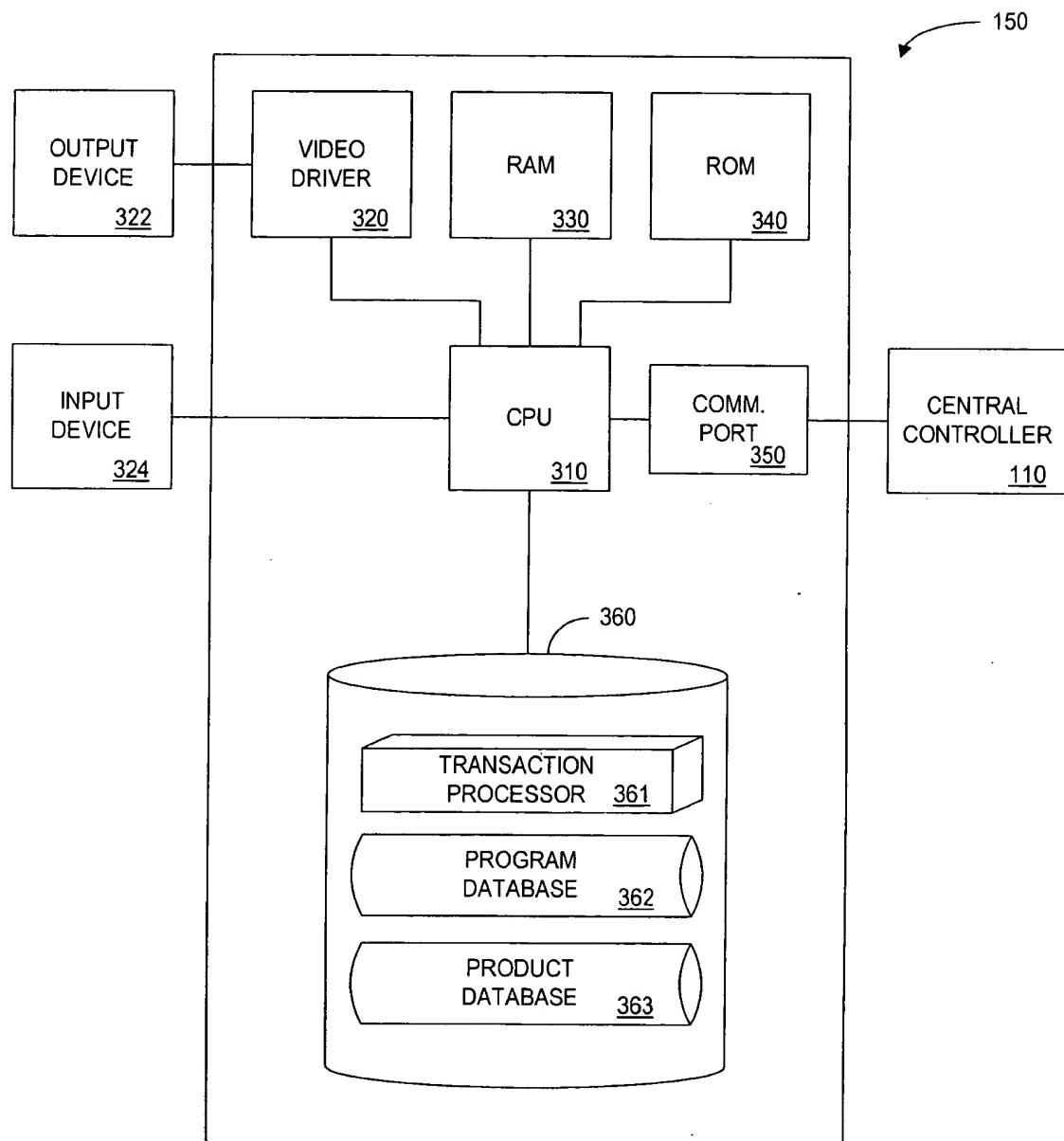


FIG. 3

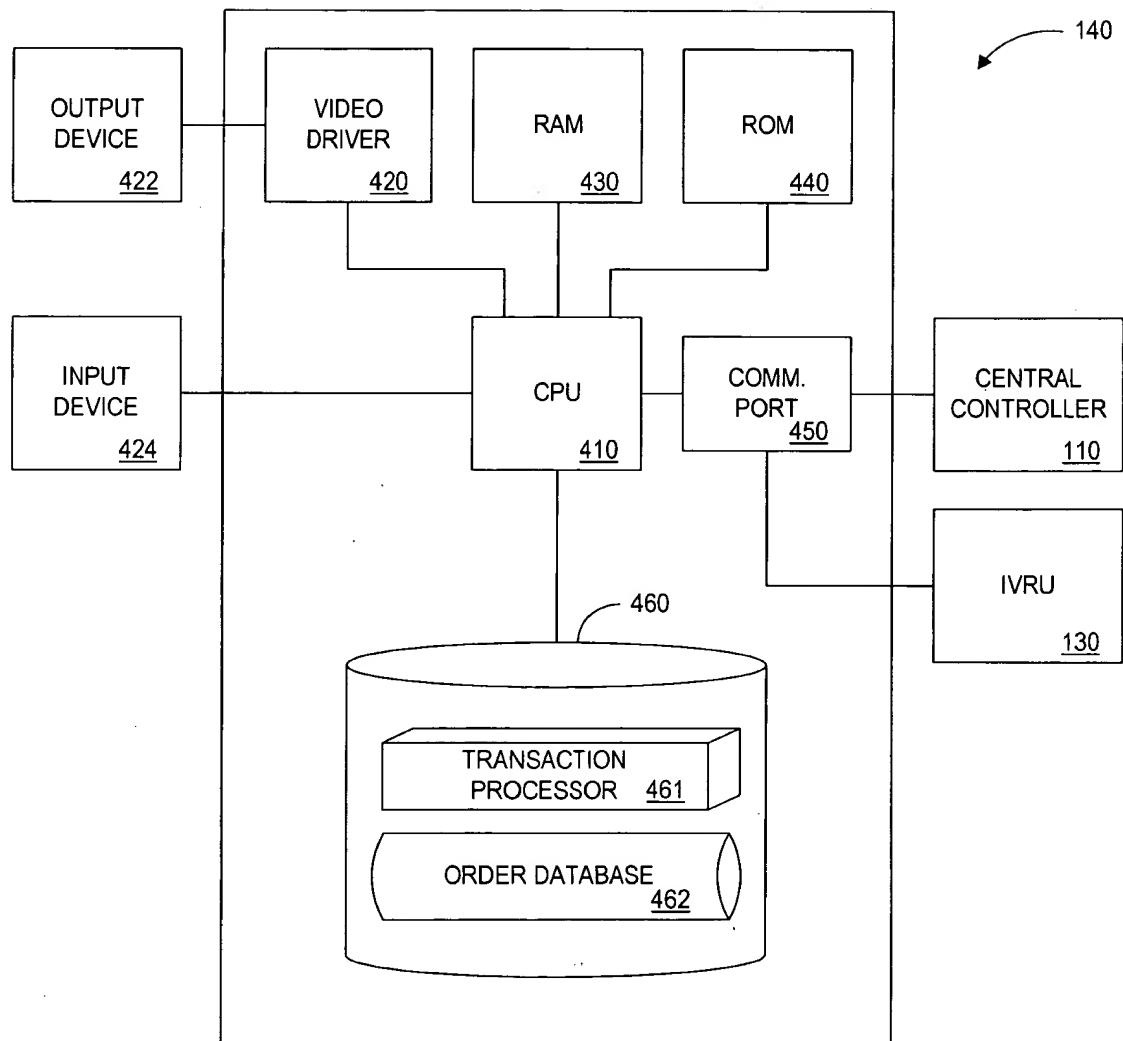


FIG. 4

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PROGRAM RECORD NUMBER	NETWORK	CLASS	PROGRAM TITLE	EPISODE DATE AND TIME	SCENE DATA	EPISODE STATUS	EPISODE TITLE	EPISODE PLOT	SPECIAL CHARACTERS
510	515	520	525	530	535	540	545	550	555
JS-112	NBC	SITCOM	SEINFELD	12/12/96 9:00 PM	JERRY EATING CEREAL	FIRST RUN	THE ROBBERY	JERRY'S APT. IS ROBBED	THIEF
JS-113	NBC	SITCOM	SEINFELD	12/19/96 9:00 PM	GEORGE KICKS TIRE	FIRST RUN	THE PARKING SPACE	GEORGE IN PARKING LOT	MIKE
SOYR-234	CBS	SOAP OPERA	GENERAL HOSPITAL	10/10/96 12:00 PM	LAURA WALKING DOWN THE ISLE	FIRST RUN	LUKE AND LAURA WED	LUKE AND LAURA GET MARRIED	GOVT SPY
PGA-43X	ABC	SPORTS	PGA CHAMPIONSHIP	11/11/96 3:00 PM	WOODS IN THE BUNKER	RERUN	MASTERS	1ST-WOODS 2ND-NORMAN 3RD-PALMER	ANNOUNCER BOB COSTAS

FIG. 5

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PROGRAM RECORD NUMBER	PROP TYPE	PROGRAM IDENTIFYING DATA	PROP IDENTIFYING DATA	PRODUCT DESCRIPTION	VENDOR	PRODUCT COST	AVAILABILITY	TIME CODE
610	<u>615</u>	<u>620</u>	<u>625</u>	<u>630</u>	<u>635</u>	<u>640</u>	<u>645</u>	<u>650</u>
JS-112	CLOTHING	JERRY SPILLED COFFEE ON IT	KRAMERS DARK BLUE SUIT	DOUBLE BREASTED PIN STRIPE	ARMANI	\$800 PER SUIT	UNLIMITED	8:37 TO 8:39
SOYR-234	FURNITURE	LEAD CHARACTER FELL OVER THIS COUCH	BLACK COUCH IN HOTEL ROOM	5 FT. BLACK LEATHER LOVE SEAT	HUFFMAN KOOS	\$12,000 PER UNIT	300	9:12 TO 9:16
PGA43X	SPORTING GOODS	TIGER WOODS TOOK FIRST	CLUB THAT WOODS TOSS ED IN THE AIR	BIG BERTHA 1 WOOD DRIVER	CALLOWAY	\$250 PER CLUB	UNLIMITED	10:05 TO 10:06 & 10:08 TO 10:12

FIG. 6

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VENDOR	VENDOR IDENTIFICATION NUMBER	PRODUCTS	LOCATION	PREFERRED PAYMENT
710	715	720	725	730
CALLAWAY, INC.	SALESMAN A	BIG BERTHA GOLF CLUBS	LOS ANGELES, CA	VISA / MC
HUFFMAN KOOS	SALESMAN B	FURNITURE	REGIONAL	AMERICAN EXPRESS
BROOKS BROTHERS	SALESMAN C	CLOTHING	NEW YORK, NY	DISCOVER / AMEX

FIG. 7

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VIEWER NAME	VIEWER ADDRESS	ORDER TRACKING NUMBER	ORDER DATE	ORDER AMOUNT	PRODUCT ORDERED	PRODUCT NUMBER	PAYMENT DATA	SHIPPING DATA	VENDOR USED
810	815	820	825	830	GOLF CLUBS	835	840	845	850
CALLER A	111 ABC ST...	123A-4X	12/12/96	\$450.00	GOLF CLUBS	423-A	AMEX NO. 123455-76...	OUT: 12/13 REC: 12/23	CALLOWAY
CALLER B	222 CBA ST...	133A-4X	12/12/96	\$59.99	COUCH	678-G	VISA / MC NO. 23457...	OUT: 12/13 REC: NO	HUFFMAN KOOS
CALLER C	333 BCA ST...	134A-5X	12/13/96	\$1,023.00	SUIT	456-V	DISCOVER NO. 3445-67	OUT: 12/15 REC: NO	BROOKS BROTHERS

FIG. 8

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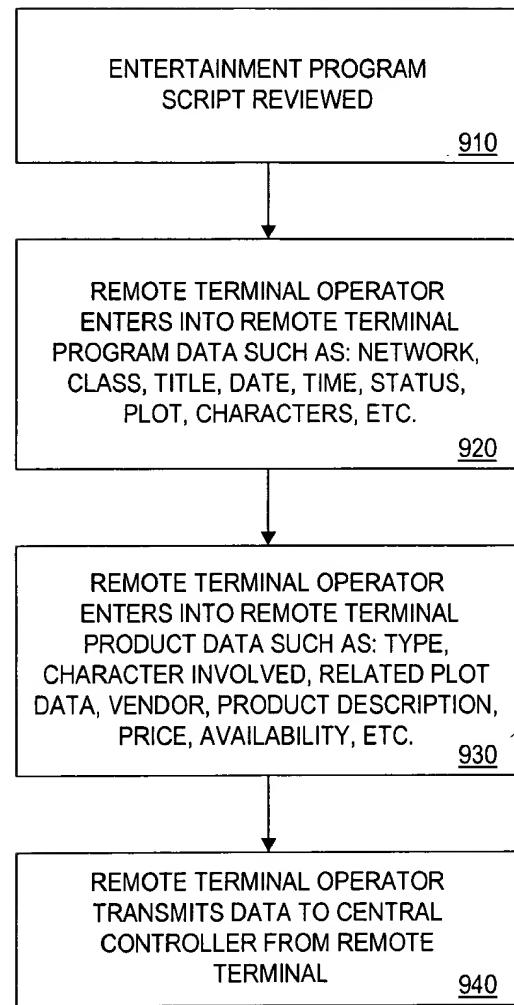


FIG. 9

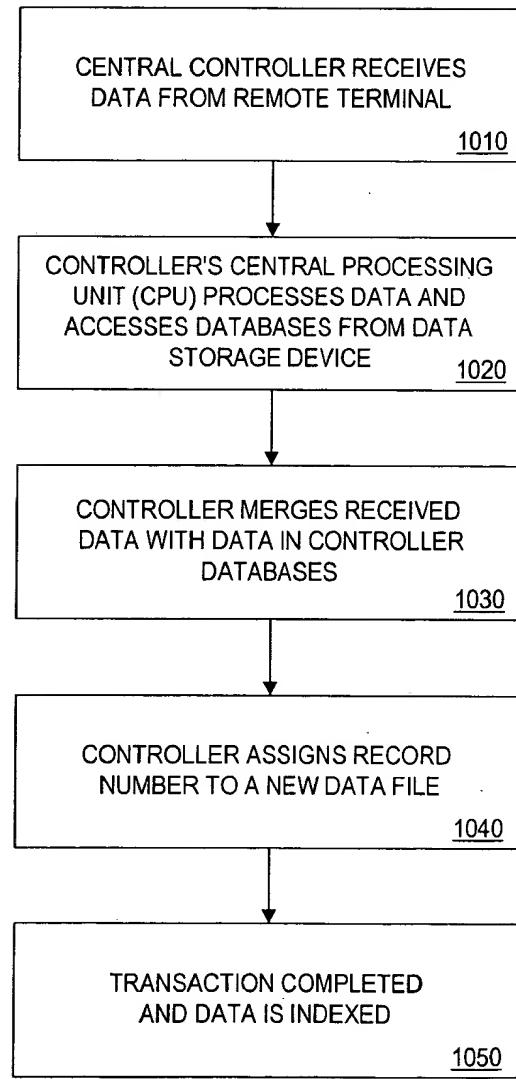


FIG. 10

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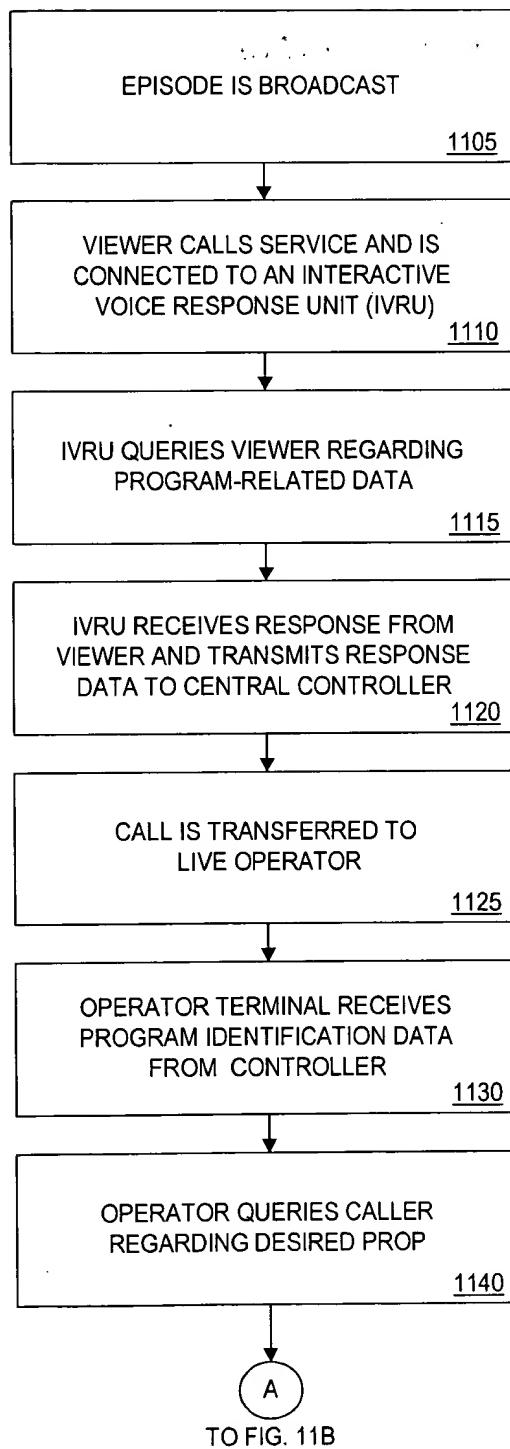


FIG. 11A

FROM FIG. 11A

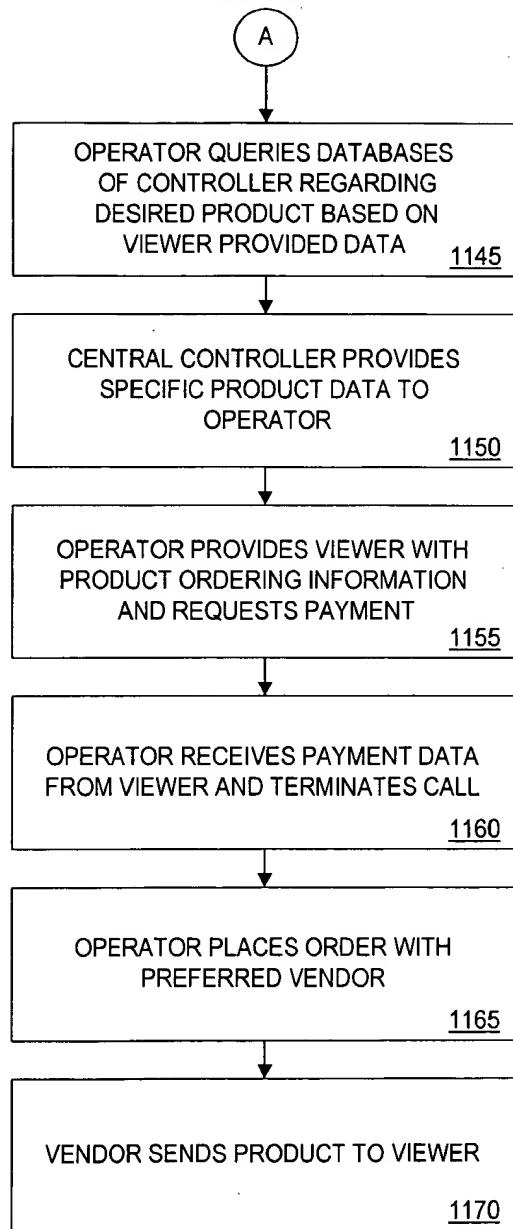


FIG. 11B